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News Summary

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Science historians are seeking a clearer definition and more detailed study of expensive "big science" projects: Page A5.

Work on smart materials, synthetic articles that can learn and repair themselves, heralds a new age, some scientists say: Page A6.

Moves toward independence at several church-related colleges have alarmed Southern Baptist leaders: Page A15.

Bernice R. Sandler was dismissed after nearly 20 years as head of the women's project at the Association of American Colleges: Page A15.

Two court cases may help define when and how animal-rights activists can bring suits to block animal research: Page A21.

The women's dance squads at the Universities of Illinois and Minnesota are under attack for perpetuating sexist stereotypes: Page A30.

The renegade image of the basketball program and its coach is worrying some at the U. of Nevada at Las Vegas: Page A33.

Black and Afrikaner students at universities across South Africa are talking with one another: Page A37.

Britain's new Prime Minister, John Major, is the first person with no college education to gain the office since Winston Churchill did so in 1940: Page A37.

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Education Secretary Calls on Colleges to Hold Down Costs

Asks news media to correct idea that institutions are unaffordable

By THOMAS J. DeLOUGHRY

WASHINGTON

Education Secretary Lauro F. Cavazos called on college presidents last week to hold down tuition costs by making "tough choices" about what programs their institutions offer.

The Secretary also appealed to the news media to do their part to correct the "misperception" among parents and schoolchildren that college is unaffordable. He charged that reports of $20,000 tuition charges on some campuses had made many low-income children believe that college was out of reach, and had prompted them to select high-school courses that do not prepare them for college.

Congress should provide "good colleges" with relief from some federal regulations, campus officials say: Page A21.

The Secretary made his remarks at a press conference called to release three publications: a report on rising costs in higher education, another on the results of a survey of college finance officers, and a handbook intended to help college presidents make decisions about keeping costs down.

"While college tuitions have increased rapidly during the past decade, college is still affordable and within the reach of everyone who is qualified and wants to attend," Mr. Cavazos told reporters.

"Only a small number of students attend the high-cost institutions that we hear so much about," he said, noting that nearly half of the country's college students pay less than $2,000 a year for tuition.

Mr. Cavazos said many children who be-

Continued on Page A26

'SIGNS OF BAD TIMES'

Colleges Feel Effects of Economic Downturn in Student Aid, Endowments, Job Hunting

By KAREN GRASSMUCK

Signs of the country's economic downturn are beginning to appear at colleges and universities across the country.

The sagging economy is most evident in university offices that deal with employment, financial aid, and endowments. At institutions in the Northeast, where company layoffs have been particularly severe, lines have lengthened in college employment offices. In financial-aid offices, stacks of grant and loan applications are thicker than they were last year.

Growth in university endowments also has slowed. Falling real-estate prices have spurred some university officials to downgrade the value of their investments. "We had to write down the value of our commercial real estate this year, for the first time," says Richard Spies, vice-president for finance at Princeton University.

Development officers worry that donors, feeling pinched by the slowdown, may be less generous in giving to charity at year's end.

Yet as the country's economic winter spreads, there's some cause for optimism: Enrollments are on the rise at a number of institutions, particularly those with adult-education and pre-professional programs. The increases mean more revenues for colleges, offsetting some budget cuts, administrators hope.

'Wall Street Is Hemorrhaging'

Still, many institutions, especially those in the Northeast, are preparing for the worst.

At Columbia University, the business school's fund-raising campaign is off to a shaky start because many alumni are out of work as a result of layoffs at many New York corporations and Wall Street brokerage houses. The university is trying to raise $1.15-billion in a five-year capital campaign, about $100-million of which will go to the business school.

Columbia's alumni "just can't make the kind of giving decisions they could when things were more prosperous," says George A. Brakeley, III, president of Brakeley, John Price Jones Inc., a fund-raising consulting company.

"Wall Street is just hemorrhaging

Continued on Page A27

More College Students Choose Academic Majors That Meet Social and Environmental Concerns

By SUSAN DODGE

Worried about problems ranging from urban poverty to acid rain, more and more college students are choosing academic majors that meet their concerns about their communities and the environment.

Although a steady number of students are still focusing on business and engineering, more undergraduates are majoring in such subjects as environmental studies, international development, and urban studies. Other community-service–oriented disciplines are experiencing a resurgence—among them education, psychology, and sociology.

Until recently, many students channeled their concern about social and environmental issues into extracurricular activities, working in soup kitchens, building low-income housing, and starting recycling projects on campus. Colleges and universities have encouraged such activities, and some institutions have even required students to participate in community service (*The Chronicle*, June 6).

But more undergraduates now are transforming what were once hobbies into full-time academic pursuits. The students are choosing majors that will allow them to

Continued on Page A31

Definition of Faculty Scholarship Must Be Expanded to Include Teaching, Carnegie Foundation Says

By COURTNEY LEATHERMAN

In a report it hopes will lead to fundamental changes in the way professors are rewarded, the Carnegie Foundation for the Advancement of Teaching has called for an expanded definition of faculty scholarship that would include teaching and other activities.

The report, scheduled to be released this week, has stirred interest among higher-education officials since a draft of it was first discussed in April (*The Chronicle*, April 11). But many remain skeptical about whether the changes it recommends will come soon.

The report, "Scholarship Reconsidered: Priorities of the Professoriate," came amid widespread discussion about the need to improve undergraduate teaching and amid growing faculty discontent with an academic system that many feel rewards professors mainly for their research and publications. (An earlier version of the report was called "The New American Scholar.")

The report proposes that scholarship be defined as having four components:

- The discovery of new knowledge;
- The integration of knowledge;
- The application of knowledge; and
- Teaching.

An expanded view of research, the report suggests, would lead to an improved faculty-reward system by placing other types of scholarly activities on an equal

Continued on Page A16

Cavazos Advised to Delay Approval of Middle States Unit

A panel challenges the accrediting group's policy encouraging reviews of colleges' efforts to recruit members of minority groups: Page A21.

MARGINALIA

Notice in a bulletin at Wofford College:

"REPELLING CLINIC. ROTC will sponsor a repelling clinic next Saturday from 9:00 to 11:00 a.m. at the repelling tower. If interested, just show up. . . ."

Sorry. You've repelled us.

■

Letter to the parents of students at Western Carolina University:

"It's that time of year again. Each semester the WCU Residence Hall Councils, Association, and staff sponsor a Final Exam Care Package Program for all residence hall students. These packages are provided to the residents just before exams begin.

"The exam package contains drinks, fruits, cookies, snack crackers, snack cakes, chips, candy bars, raisins, peanuts, granola bars, gum, and hard candies. . . ."

Exam time can't be *that* bad.

■

From *Employment Handbook for Professional Staff*, a publication at the State University of New York College at Oneonta:

"2.14 *Drug Free Workplace*

". . . An employee will be allowed to work if the supervisor has good reason to believe that the employee is under the influence of or impaired by alcohol or controlled substances."

An odd approach, but let's try it.

■

The Preface, a newspaper at Indiana University at South Bend, recently advertised for "Poofreaders."

"The Preface Needs YOU!" the ad said, with feeling.

■

From *The University Crescent*, the student paper at the University of Evansville:

"Lawrence's appearance will inaugurate the University of Evansville's Outstanding Writers Series, which will bring a prominent professional to the campus each year.

" 'We're looking primarily for living, celebrated writers,' said Richardson."

That would make things pleasanter for everyone.

■

Headline in the *University* [of Virginia] *Journal:*

CHILD CARE CENTER FOR FACULTY PLANNED

■

From a pre-Thanksgiving-holiday memo from the president of Union College in Kentucky to the faculty and staff:

"Juanita and I take this opportunity to wish you a safe and happy holiday. God's speed should you be on the road."

That's 55 m.p.h. in built-up areas?

—C.G.

In Brief

Data on Students Show More Infected With AIDS

New data from a continuing study of AIDS infection among college students suggest that the rate of infection may be slightly higher than originally reported.

Richard P. Keeling, a principal investigator for the study, said incomplete results from its second year suggested that from 2 to 2.3 students in every thousand are infected. In its first year, the study found 2 infected students in every thousand.

Dr. Keeling, who is director of the University of Virginia's student-health service, said the new data were probably more reliable than the first year's, but he said they did not mean the rate of infection among students had risen. He attributed the increase to improvements in the study's design and to a rise in the number of campuses from which blood samples were collected.

"There really is a pool of H.I.V. on campuses," said Dr. Keeling. He said, however, that many students had not adopted safer sexual practices. "And given the realities of behavior," he said, "it's entirely feasible to imagine a much wider course of infection over the next decade."

The New England Journal of Medicine published final results from the first year of the study last week. The article said that students over age 24 were far more likely to be infected than those who were younger, and that men were far more likely to be infected than women. The study is being conducted by the Centers for Disease Control and the American College Health Association.

Board Rules Pitt Faculty May Bargain Collectively

PITTSBURGH — Overturning a decision by one of its officers, the Pennsylvania Labor Relations Board has ruled that full-time professors at the University of Pittsburgh have the right to bargain collectively.

An election is expected to be held by next spring, according to a spokesman for the United Faculty of Pittsburgh, the union seeking to represent the university's 2,200 full- and part-time professors. The union has a joint affiliation with the American Federation of Teachers (A.F.L.-C.I.O.) and the American Association of University Professors.

A lawyer for the university said it would not appeal the decision, at least until after the election.

In 1987, a board examiner ruled that Pittsburgh's full-time faculty members enjoyed similar working conditions as professors at Yeshiva University.

Seven years earlier, the U.S. Supreme Court ruled that Yeshiva professors had enough of a managerial role to bar them from collective bargaining. The decision, which has effectively halted the unionization of professors at private institutions, has had little effect on public institutions, where collective bargaining is governed by state, not federal, laws.

Pittsburgh is one of only four public institutions where objections to faculty unionization have been based on the *Yeshiva* ruling. In each case, state labor agencies have rejected the *Yeshiva* claims.

Campus Hebrew House Defiled by Vandals

ST. PAUL—Three men from the neighborhood near Macalester College were arrested last week in connection with an anti-Semitic incident on the campus.

The St. Paul Police Department said the three entered Hebrew House and left beer bottles, cigarette butts, and a bowl of human waste in the kosher kitchen. A note with an anti-Semitic message was signed "Aryan Youth Movement." Hebrew House is part of a

English Professor Wins National Book Award

NEW YORK

Charles Johnson, a professor of English at the University of Washington, was named winner of the National Book Award for fiction last week for his novel *Middle Passage*, published by Atheneum Press.

"I've been waiting my entire life for this," said Mr. Johnson (*right*) in an emotional acceptance speech at the award ceremonies here. The award carries a $10,000 prize.

JOAN JOHNSON

Set in the 1830's, *Middle Passage* is the story of Rutherford Calhoun, a recently freed and roguish slave who stows away on a ship bound, he discovers too late, for Africa to collect more slaves. Calhoun joins the voyage to escape debts and responsibilities, but the nature of the expedition leads him through a troubled self-discovery in a book that has been described as both an adventure-at-sea novel and a philosophical rumination.

Mr. Johnson said *Middle Passage* was intended to be "a serious entertainment, one that takes black fiction in America into hitherto unexplored regions of our cultural life." He said he had spent six years on the painstaking historical research for the novel, and two years writing it.

Mr. Johnson, until this year the director of the University of Washington's creative-writing program, is the author of two other novels, *Faith and the Good Thing* and *Oxherding Tale*, as well as a collection of short stories and *Being and Race: Black Writing Since 1970*, published in 1988.

In accepting the award, Mr. Johnson said his career had been inspired by Ralph Ellison, who was in the audience and whose novel *Invisible Man* made him, in 1953, the first black writer ever to win the National Book Award. There have been four.

Dispute Among Judges

The award was marked by a public dispute among jury members, one of whom said the selection of the finalists appeared to have been informed by a "moral self-righteousness" that had placed cultural diversity ahead of literary quality and style.

In his acceptance speech, Mr. Johnson predicted a shift in black American fiction "from narrow complaint to broad celebration."

—PETER MONAGHAN

Exchange at U. of Hawaii Sparks Debates Over Academic Freedom

HONOLULU

Professors, students, and administrators at the University of Hawaii at Manoa have been questioning the boundaries of academic freedom ever since a Hawaiian professor told a white student he should go back to the mainland.

The university's president, Albert J. Simone, has requested a review of the incident and of what constitutes "the appropriate exercise" of academic freedom. Some here have suggested that the professor, Haunani-Kay Trask, who teaches Hawaiian studies and is director of the Center for Hawaiian Studies, overstepped academic-freedom boundaries.

The incident began in September, when the student, Joey Carter, wrote a column in the campus newspaper about the difficulties of being a white male in Hawaii. As a *haole*, the Hawaiian word for white person, he said he was subject to "Caucasian-bashing."

Presence Called 'a Luxury'

In a responding column, Ms. Trask wrote that Hawaiians, whose native language had been suppressed, were entitled to use their own descriptive words in their own land. She also called Mr. Carter "a privileged member of American society" whose presence in Hawaii was "a luxury provided him through centuries of white conquest."

"Hawaiians could certainly benefit from one less *haole* in our land," she wrote. "In fact, United Airlines has dozens of flights to the U.S. continent every day, Mr. Carter. Why don't you take one?"

Mr. Carter, a philosophy student, left Hawaii soon afterward, but recently returned. In an interview, he said he had left partly because he felt intimidated by the tensions that arose after the incident, and partly for personal reasons. Last week he filed a grievance with the university.

'A Climate of Intimidation'

Known as an outspoken professor, Ms. Trask contends that as a professor and faculty-union member she can say whatever she wants. "How can I intimidate someone I never met?" she said in an interview. "I think the real issue is, they don't like what I said."

Although many professors here have supported Ms. Trask's right to speak freely, some have argued that she is an administrator and thus does not have the same rights as professors. The philosophy department adopted a resolution criticizing Ms. Trask for contributing to "a climate of intimidation." Had a white professor in the United States suggested that a black student return to Africa, it said, "this would be condemned as racist."

Said the department's chairman, Larry Laudan: "Academic freedom doesn't amount to a license to harass students because of their skin color." He has urged the university to remove Ms. Trask from her director's job.

Since the incident, the campus newspaper, *Ka Leo O Hawaii*, has published numerous angry letters on both sides. Ms. Trask said she was pleased that "all the historical issues have come to the fore." —CAROLYN J. MOONEY

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Colleges Are Feeling Effects of Economic Downturn

Continued From Preceding Page
sense of urgency accompanying a recession may make budget cuts easier to swallow. Austerity, the thinking goes, will force institutions to sharpen their focus on academic priorities.

"The silver lining on the cloud of recession should be identifying one's central mission and shifting resources to meet it," says S. Frederick Starr, president of Oberlin College. Oberlin's budget projections for next year call for a 4-per-cent to 5-per-cent reduction in overall spending. "The strongest institutions will cut fastest and farthest," Mr. Starr adds.

Avoiding the Pinch

As Oberlin considers ways to pare its budget, other colleges are stepping up their efforts to ease the economic pinch.

Cape Cod Community College is asking students and faculty and staff members for donations to a "Survival Fund," to keep the college open and prevent layoffs threatened by budget reductions. Many faculty members have pledged a week's salary to the cause. Some students are pledging $5 a month, and nursing students are contributing the change from their purses every week to aid the effort.

To avoid layoffs because of state budget cuts, the University of North Carolina at Chapel Hill has frozen hiring and postponed plans to buy new equipment. It also plans to scale back the celebration of its bicentennial in 1993.

Quinnipiac College is among the few New England colleges that seem to have prospered despite the recession in its region. It has cut associate-degree programs in data processing and administrative-assistant training and plans to phase out its associate degree in nursing. Sharpening its focus on four-year allied-health degrees and business programs, combined with a marketing push, has paid off for Quinnipiac with a 21-per-cent increase in enrollment over the past four years.

Development officers at some institutions are planning to broaden their base of donors. Colleges traditionally have counted on 10 to 15 per cent of their donors to provide 90 per cent of the philanthropic dollars. During the downturn, colleges will strive to increase the number of donors to offset a decline in the size of gifts, says Roger Penland, director of development at Lafayette College.

Many fund raisers say there has been no negative impact so far on fund-raising efforts, but some of them say the outlook is gloomy.

Says Mr. Brakeley: "I wouldn't be surprised if we see a drop-off in giving over all" from last year, when higher education received $8.9-billion from all private sources.

Mr. Brakeley says he is concerned that in tough times the public may take a dim view of the hundred-million and billion-dollar goals set by many institutions in the last few years. Smaller incomes will force many people to give less, he predicts.

'Wise to Readjust'

Other development officers concur. "Those planning for continued, significant growth in annual voluntary financial support in this recession would probably be wise to readjust their estimates," says Michael A. MacDowell, vice-president for external affairs at Hartwick College.

That assessment may apply to university endowments, as well. Early results from an annual survey by the National Association of College and University Business Officers indicate that university endowments grew by 9.6 per cent in 1989-90, signaling the beginning of a less-robust decade for investment growth (*The Chronicle*, November 14). The year before, endowments grew by 14.1 per cent.

Growth of Princeton University's endowment, for example, has dropped 5 per cent from the previous quarter, says Mr. Spies, the vice-president for finance.

In addition, the university has written down the value of a conference center and an office and research park that it owns, to reflect the drop in the local real-estate industry. Princeton recently revised its estimate of the market value of the Princeton-Forrestal Center from about $80-million to about $60-million, Mr. Spies says, adding: "We're seeing less optimistic views of returns on investments."

Rise in Requests for Aid

Colleges in New England, meanwhile, are weathering one of the country's worst regional recessions. In New Hampshire, Keene State College has seen a large increase in the number of applications for financial aid, up from roughly 1,500 last year to 2,300 this year, says Patricia Blodgett, director of financial aid.

Ms. Blodgett says the number of applicants who appeal after being rejected for aid is also up. Many want their applications to be evaluated on the basis of 1990 rather than 1989 income. Along with their applications, she says, students

FOUNDATION NOTES

- **Exxon Education Fund gets new executive director, plans review of 2 programs**
- **J. Roderick MacArthur Fund says FBI kept files on its officials and activities**

The Exxon Education Foundation has a new executive director, Henry F. Ahnert, who replaces Donald L. Guertin.

Mr. Ahnert was employed by the Exxon Corporation from 1973 to 1986. He comes to the foundation after serving as the managing director of a venture-capital company in Hong Kong. Mr. Guertin left the foundation last summer to become a private consultant.

The foundation, which moved this year to Irving, Tex., along with the Exxon Corporation, gave about $8-million last year through a matching-gifts program for colleges and universities, and an equal amount in grant-making programs supporting both secondary and higher education.

Two grant programs in higher education are expected to be reviewed next year, Mr. Ahnert said in an interview. One assesses "what works and why" in general education at colleges and universities. Foundation trustees may consider providing money to institute some methods examined in the study, he said. The other project, based at Appalachian State University, is developing an inventory of developmental-education programs nationally.

"The sentiment among the trustees is that the foundation will continue to do something in higher education. Exactly what remains to be seen," Mr. Ahnert said.

■

The J. Roderick MacArthur Foundation has sued the Federal Bureau of Investigation, claiming the bureau spied on members of the foundation.

In a complaint filed by the American Civil Liberties Union, Lance E. Lindblom, president of the MacArthur fund, said the F.B.I. kept files on his and the foundation's activities, in violation of their constitutional and privacy rights. The suit claims that the files have had a "chilling effect" on Mr. Lindblom's and the foundation's First Amendment rights. The complaint asks a federal judge to release parts of the files that the F.B.I. previously refused to disclose and to destroy the files.

Some information on the fund, which awards grants to human-rights and civil-rights groups, was released in 1988 through a Freedom of Information request, but the agency blocked out some parts of the files on national-security grounds, according to the suit, filed in federal court in Washington.

According to a spokeswoman for the A.C.L.U., the foundation filed the information request after hearing that the agency had maintained files on other foundations.

The J. Roderick MacArthur Foundation was founded in 1976 by the son of John D. and Catherine T. MacArthur, who six years before had established a foundation in their own names. The younger foundation, which provided about $2.3-million in grants in 1989, seeks to "aid those who are inequitably or unjustly treated by established institutions."

Briefly Noted

■ The Foundation Center, the main clearinghouse of information on foundations and corporate philanthropy, has named Sara L. Engelhardt president. Ms. Engelhardt, now the center's executive vice-president, will succeed Thomas R. Buckman, who will step down in June. Before joining the center in 1987, Ms. Engelhardt was corporate secretary of the Carnegie Corporation of New York, where she also served as a program officer in higher education and philanthropy.

■ The Knight Foundation, which recently moved its headquarters from Akron, Ohio, to Miami, Fla., has expanded its staff from 8 to 14 employees. The move is characterized by foundation officers as a "logical outgrowth" of new activities at the foundation, which started a national grant-making program in higher education two years ago.

—LIZ McMILLEN

FACT FILE: 50 Large Foundations Ranked by 1989 Grant Payments

	1988 grants	1989 grants	1989 assets
1. Ford Foundation	$184,125,785	$217,669,414	$5,832,426,000
2. Pew Charitable Trusts	135,906,632	137,083,529	3,321,890,529
3. W. K. Kellogg Foundation	105,058,823	106,948,094	4,201,240,259
4. Robert Wood Johnson Foundation	87,552,000	98,600,000	2,608,347,000
5. John D. and Catherine T. MacArthur Foundation	103,600,000	95,332,920†	3,134,508,720
6. Lilly Endowment	79,651,035	92,510,387	3,357,904,453
7. Andrew W. Mellon Foundation	59,794,884	75,501,129	1,832,347,000
8. Rockefeller Foundation	55,668,194	65,717,663	2,140,244,924
9. Kresge Foundation	53,080,000	57,533,000	1,261,100,053
10. Harry and Jeanette Weinberg Foundation	20,029,705	53,706,000	560,117,000
11. New York Community Trust	42,816,275	46,422,562	829,783,809
12. Duke Endowment	43,193,502	45,940,739	990,835,850
13. Charles Stewart Mott Foundation	23,823,458	43,795,989	961,114,454
14. Lucille P. Markey Charitable Trust	37,617,733	43,115,626	215,460,532
15. Carnegie Corporation of New York	37,015,556	39,306,029	905,106,313
16. William and Flora Hewlett Foundation	31,925,422	36,970,028	687,664,000
17. Houston Endowment	10,874,517	35,966,333†	614,658,550
18. W. M. Keck Foundation	34,015,500	35,286,000	764,433,113
19. McKnight Foundation	33,520,000	31,961,975	917,641,548
20. AT&T Foundation	30,303,350	30,426,888	126,766,000
21. David and Lucille Packard Foundation	10,733,594	27,675,502	245,887,758
22. Cleveland Foundation	27,734,769	27,560,926	579,897,967
23. Chicago Community Trust	22,004,515	26,210,194	316,431,057
24. William Penn Foundation	23,294,749	25,417,928	470,442,587
25. General Motors Foundation	23,325,367	25,262,453†	169,056,275
26. Gannett Foundation	24,869,119	24,869,119†	547,540,276
27. Amoco Foundation	19,879,631	23,991,838	68,480,472
28. Ford Motor Company Fund	19,830,416	23,301,862	82,342,201
29. Lynde and Harry Bradley Foundation	23,040,293	23,040,293†	339,775,000
30. Orville D. & Ruth A. Merillat Foundation	22,377,750	22,377,750†	64,695,846
31. Communities Foundation of Texas	44,123,835	21,499,977	152,028,702
32. Marin Community Foundation	22,313,753	21,385,000	456,903,000
33. Starr Foundation	25,842,390	21,147,022†	464,860,690
34. Brown Foundation	16,783,500	21,090,350	413,019,005
35. James Irvine Foundation	19,440,661	20,487,000	540,000,000
36. Ahmanson Foundation	13,794,543	20,150,353	437,995,000
37. Robert R. McCormick Charitable Trust	16,246,546	19,904,476	630,994,902
38. U.S. WEST Foundation	n/a	19,708,234	6,069,021
39. Henry Luce Foundation	13,614,469	19,589,345	419,279,061
40. Arnold and Mabel Beckman Foundation	44,490,452	19,343,124	179,263,236
41. General Electric Foundation	18,578,199	18,834,164	32,613,000
42. J. E. and L. E. Mabee Foundation	13,047,900	18,664,903	494,281,654
43. Meadows Foundation	21,022,977	18,608,011	476,217,532
44. Xerox Foundation	11,973,896	18,500,000	18,500,000
45. Edna McConnell Clark Foundation	18,471,486	18,471,486	372,054,687
46. Exxon Educational Foundation	19,250,092	18,233,815	42,621,000
47. Surdna Foundation	14,465,586	18,205,539	312,534,326
48. Weingart Foundation	17,221,520	18,136,124	404,198,697
49. GTE Foundation	19,100,000	18,043,847	21,455,383
50. Annie E. Casey Foundation	n/a	17,755,391	580,000,000

n/a Data not available.
† Fiscal Year 1988.

SOURCE: THE FOUNDATION CENTER

Top Sports Programs' Costs Found to Outrun Inflation

OVERLAND PARK, KAN.

The cost of running a sports program in the National Collegiate Athletic Association's Division I rose at more than double the rate of inflation from 1985 to 1989, an N.C.A.A. survey shows.

At the 106 universities that play football at the N.C.A.A.'s top level, Division I-A, revenues slightly outdistanced expenses, on average.

But among other Division I colleges—those that play big-time basketball but play football outside Division I or not at all—revenues fell far short of meeting costs.

The study, which is conducted every four years by Mitchell H. Raiborn, an accounting professor at Bradley University, is the best available gauge of what the nation's colleges spend and earn on their sports programs. This year, 454 of the N.C.A.A.'s 803 member colleges responded to the survey.

Mr. Raiborn's study shows that both the costs and revenues of sports programs throughout the N.C.A.A. rose unabated from 1985 through 1989. Although the cost of living increased 15 per cent over that period, sports expenses at some N.C.A.A. colleges rose as much as five times that rate.

The costliest sports programs—those that play football at the Division I-A level—earned an average of $9,685,000 and spent $9,646,000 in 1989, compared with revenues of $6,833,000 and costs of $6,894,000 in 1985. The 42-per-cent rise in revenues and the 40-per-cent increase in costs far outpaced the 15-per-cent rate of inflation.

Mr. Raiborn attributes the large rise in expenses to two factors:

- The growth of the sports programs themselves, since the average Division I-A program included 34 more athletes in 1989 than it did in 1985.
- Increases in the cost of travel, equipment, and scholarships, all of which rose faster than the cost of living.

"The costs of things like football programs, and especially the cost of women's athletics programs, have skyrocketed in recent years," says Mr. Raiborn. "It is not mismanagement, or a lack of cost-consciousness that produces this result."

Michael Ervin, an assistant professor of sport management at the University of Massachusetts at Amherst, agrees that "line by line, the costs of doing business are just going up."

He also believes that college athletics directors have been lulled into complacency by the fact that they "know that the universities are going to come in at the end of the year and make up their deficits by raising student fees or siphoning off profits from other places."

He adds: "As long as athletics directors are not held to the same level of accountability as private businesses, where's the upper limit to expenses?"

48 Turned a Profit

While the Division I-A programs made a slight profit on average, 35 of the I-A universities responding to the survey, or 40 per cent of the universities that play big-time football, said they faced a deficit in 1989 that averaged $1,337,000. Forty-eight programs turned a profit in 1989, for an average of just over $1-million. Four institutions reported balanced budgets.

The figures suggest that reports of a growing gap between the haves and have-nots in big-time college sports are true.

"It shows the financial pressure on the bottom half," says Mr. Raiborn. "They are spending to keep up, but may not have the revenue production to make it work."

—DOUGLAS LEDERMAN

Athletics Revenues and Expenditures of NCAA Institutions

	Division I-A	Division I-AA	Division I-AAA	Division II With football	Division II No football	Division III With football	Division III No football
Average total revenues							
Fiscal year 1989	$9,685,000	$2,409,000	$1,197,000	$714,000	$429,000	$118,000	$133,000
Fiscal year 1985	6,833,000	1,616,000	609,000	469,000	349,000	70,000	97,000
Percentage increase	42%	49%	97%	52%	23%	69%	37%
Average total expenses							
Fiscal year 1989	$9,646,000	$3,191,000	$1,911,000	$1,161,000	$797,000	$518,000	$278,000
Fiscal year 1985	6,894,000	2,321,000	1,072,000	875,000	547,000	397,000	157,000
Percentage increase	40%	37%	78%	33%	46%	30%	77%

Note: Based on survey responses from 454 of the NCAA's 803 member institutions.

SOURCE: NATIONAL COLLEGIATE ATHLETIC ASSOCIATION

UNLV Worries About the Image of Its Basketball Program

Continued From Page A34

hotels, was drawn to U.N.L.V. by basketball. She holds courtside seats at the university's 18,500-seat arena, travels to away games, and in her office displays basketballs signed by team members.

A Respected University

But now Ms. Wynn heads U.N.L.V.'s fund-raising foundation and, like many prominent Las Vegans, she has come to realize that the city must build a respected university if it wishes to tone down its neon-and-showgirl image and bring more new industry to town.

"The initial desire to have some kind of flashy thing going on here, I don't criticize," says Ms. Wynn. "But as a city, we've gotten more sophisticated, and the university is expected to provide things other than a flashy basketball program. What was appropriate for U.N.L.V. 15 years ago may not be appropriate today."

Mr. Maxson's "greatest accomplishment," says Mr. Fry, the history professor, "has been convincing the community that there really is something useful going on here other than basketball."

Virtually everyone here is hoping that a showdown between Mr. Maxson and Mr. Tarkanian never materializes. But university administrators have made it clear that in the future, they will not stand for "business as usual" in the basketball program. And for the first time, they say, if academic and basketball interests clashed seriously, academics might win out.

"Like many universities with powerful athletic programs, this one has had a coach with very powerful people with remarkably powerful constituencies behind him," says John C. Unrue, the university's senior vice-president and provost. "But now we have a very successful and powerful president who has strong constituencies behind him, likewise. There is a possibility for balance here that has not existed before." ■

Nevada-Las Vegas to Defend Basketball Title

Continued From Page A33

of sanctions that might be imposed as an alternative to the playoff ban.

In making its report last week, the infractions panel in return offered the university two options. The first would have forced Mr. Tarkanian to sit out the 1991 tournament, even if his team played in it, and would have barred U.N.L.V. from the 1992 tourney.

Nevada–Las Vegas officials selected the second, which includes the television ban and the 1992 postseason restriction. "It seemed terribly important to us that the national champions have the right to defend their title," said Robert C. Maxson, U.N.L.V.'s president.

Some sports officials questioned the wisdom of the infractions panel's decision, saying it might open the door for similar pleas from other colleges. But the panel said in its report last week that the Nevada–Las Vegas case was unique, and that it would not make a habit of altering sanctions on request.

Other sports officials said the university's complaint about punishing innocent players for old violations had made the N.C.A.A. seem vindictive and had swayed much of the recent public opinion about the case in U.N.L.V.'s favor. They called the panel's ruling a smart public-relations move.

Some observers said the panel could afford to be generous, since another inquiry into possible violations in the Rebel program is nearing its end. —DOUGLAS LEDERMAN

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